

June 26, 1941

William Wrigley Gum Co.
410 North Michigan Avenue
Chicago, Illinois

-attention Mr. Henry Webster

Dear Sir:

This letter is written to bring your attention to a new medium of advertising in Princeton University, the Princeton Broadcasting Service and its station, WPRU.

CBS made a survey of 18 colleges in January 1938. (Radio Goes to College.) Princeton had two high scores: of these colleges it was revealed that Princeton students have 100% access to radios: that 92.2% of the 2707 students own radios. (This does not include the ownership by faculty living on campus).

Since our programs can be heard throughout the campus free of subscription rates, WPRU offers a greater campus coverage than any combination of local publications.

Last spring the Wrigley Gum Company sent to every undergraduate in Princeton, as well as in many other colleges, a complimentary folder of three of Wrigley's gums. This shows that Wrigley's is interested in the college advertising field. During the past few months Wrigley's has placed, over radio stations in and around New York City, an average of about 700 spot announcements per week. This shows that Wrigley's has found radio to be the better medium of advertising for their product. Thus, the answer to the perfect college advertising facility is college radio - in Princeton, Station WPRU.

Station WPRU is owned and operated by a group of students comprising the Princeton Broadcasting Service. It operates on a part-time schedule, on a frequency of 640 kilocycles, and has a power of 15 watts. This is sufficient to cover every dorm and building on campus most efficiently and with fine tone and volume. Our type of station can be more easily understood by reading the article "Radiator-Pipe Broadcasters" in the May 24, 1941 issue of the Saturday Evening Post.

As to a campaign for Wrigley's gums - A series of spots announcements would no doubt be the most desirable. Our program department has worked out spots for your product similar to your regular Daily Moment of Pleasure spots, but which are more suited to collegiate consumption. Besides the

broadcasting service which WPRU provides, there is also another service, which we call merchandising, that is offered free of extra charge. In this system of merchandising representatives of PBS distribute, to all undergraduate dorms and rooming houses complimentary packets of a sponsor's product. Thus the students who have not as yet heard your announcements will have been reached and those who have will be doubly impressed

Station WPRU is a member of the Intercollegiate Broadcasting System, which has an advertising manager, Louis M. Bloch, at 507 Fifth Avenue in New York City. The Intercollegiate Broadcasting System is made up of stations from Harvard, Wesleyan, Brown, Williams, Cornell, and many others- about 20 at present.

I hope that I shall have the pleasure of hearing from you in the near future. If there are any questions about the Princeton station you would care to ask, I should be only too glad to answer them. If you would like to know more about our college network I suggest you write Mr. Bloch.

I have sent a duplicate of this letter to your agency, Vanderbilt and Riebers in Chicago.

Yours very truly,

Addison R. Taylor
Assistant Director of Sales

- summer address
South Kent School
South Kent, Conn.